

Addressable TV + OTT Drive Up Auto Sales

GOAL

A leading auto manufacturer set a goal to increase sales for a specific line of vehicles. They wanted to reach TV and Digital consumers most likely to buy the vehicles.

TARGET

Households that had bought competitive vehicles.

SOLUTION

Addressable TV: Different creatives were shown to different households, according to target segments chosen by client

IP Targeting: Pre-roll videos and display ads were delivered to the same TV household segments

RESULTS

Incremental Sales Lift



- HHs exposed to both TV & Digital delivered the highest conversion rate
- Incremental Revenue = \$8.4M
- ROI = \$22.44/dollar spent



TARGETED HOUSEHOLDS

754,337



TV IMPRESSIONS

5.1M



DIGITAL IMPRESSIONS

1.1M

